Maryland's Official Certification Agency

**Office of Minority Business Enterprise**

Maryland Department of Transportation

# Marketing & Business Development
## for MBE/DBE/ACDBE Firms

*Beverley K. Swaim-Staley, Secretary*

*Darrell B. Mobley, Deputy Secretary*

*Karen Williams Gooden, Assistant Secretary*

*Zenita Wickham Hurley, Director*

*June 9, 2011*

# ❧ Minority Business Enterprise Program ☙

Redress historical and continuing discrimination by assisting small, minority- and women-owned firms in gaining greater access to State government procurement opportunities.

▸ Oldest Minority Business Enterprise (MBE) Program in the country – established in 1978.

▸ One of the most aggressive minority business participation goals in the nation at 25% overall.

# MBE Measurements

## FY 2010

▸ MBEs were awarded **$1.6 billion** in State procurement contracts

▸ Maryland achieved **22% MBE participation** across all State procurement agencies

## FY 2011

▸ MBEs were awarded **$1.4 billion** in State procurement contracts

▸ Maryland achieved **23.2% MBE participation** across all State procurement agencies

Source: Governor's Office of Minority Affairs

# ෬ First Things First ෭

**You can't move forward without knowing the answers to these questions:**

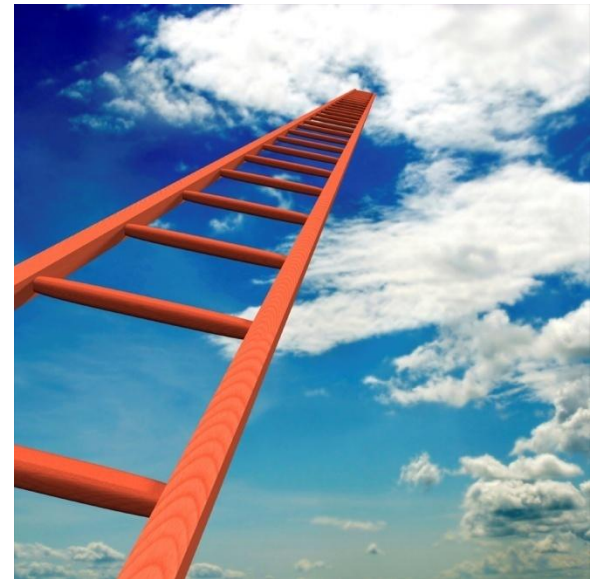**WHO is buying what you sell?**

**WHAT is their purchasing process?**

**WHEN do they buy?**

**WHERE do you fit in?**

# ☙ Stick with the Basics ❧

▸ Come to the table with solutions
  ◦ *What problem does the customer have that you can solve?*

▸ Define your unique selling proposition
  ◦ *What makes you different from your competition?*

▸ Update your "story" regularly
  ◦ *Focus on past performance*

# ❧ Stay Connected ❧

- Register on *eMaryland Marketplace* *www.eMarylandMarketplace.com*

- Register with the **Small Business Reserve Program** *www.dgs.maryland.gov*

- Manage your profile

- Attend pre-bid meetings

- Attend procurement fairs and matchmaking events

- Build relationships

# ❧ Develop A Plan ☙

▸ Develop a plan and *stick with it*

▸ Monitor and measure the plan

▸ Adjust accordingly, then implement a new plan

▸ Repeat.  Adjust.  Repeat.  Adapt.  Repeat…

Don't have a "plan?"  Try
*Alison's 3372 Marketing Plan:*

3 Months
3 Delivery Channels
7 Touch Points
2 Times

START
TODAY!
GO!